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NBC wins prime time by feather; Carlin upped at Warner

RADIO / 44
Stations giving listeners news on Gulf war fared best in winter Arbitrons

CABLE / 50
Hearst plans cable news channel covering California

BUSINESS / 54
Durham Corp. sells its five stations to group that will spin off properties

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NAB CONVENTION WRAPUP

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THIS WEEK

Seeing the future: Attendees of the NAB's Las Vegas convention were greeted with this vision of a high-definition future. (Coverage of this year's event begins on page 19.)

19 / NAB '91

Digital audio broadcasting and NAB's first HDTV World Exhibition, featuring the latest in transmission and electronic production technologies (page 33), were among the highlights of the National Association of Broadcasters convention in Las Vegas. Attendance of both domestic and foreign registrants was up, and controversy was plentiful: Capital Cities/ABC Chairman-Thomas Murphy called the FCC's fin-syn decision a "Trojan horse" (page 22) and concerns were expressed that infighting among the FCC commissioners over fin-syn will cause Congress to lose confidence in the agency. BROADCASTING's Special Report on the convention begins on page 27.

20 / BROADCASTERS' DAB RIFT

Factions emerged at the NAB convention over future implementation of digital audio broadcasting. One side, led by the NAB and AM broadcasters, favors putting DAB in a new band, preferably the L-band. On the other side: major FM broadcast groups supporting "in-band" alternatives—methods for delivering digital audio over the FM band.

23 / NHK TO TAKE ON CNN

The head of Japan's powerful noncommercial broadcasting service, NHK, told reporters at the NAB convention that the 24-hour-a-day Global News Network will debut "within the year" as a partnership of NHK and European and U.S. broadcasters to compete with Turner Broadcasting System's CNN.

23 / NAB POLITICKING

All the action at last week's NAB convention in Las Vegas wasn't on the exhibit floor or at the gaming tables. Behind-the-scenes politicking for a seat on NAB's executive committee was one of the liveliest games around.

25 / NAMING NAMES

After a 36-hour debate, NBC News identified the alleged victim of a rape at the Kennedy family retreat in Palm Beach, Fla., in its *Nightly News* broadcast. The move sparked a nationwide debate on whether the decision was correct and raised the question of whether Florida's 1911 law banning public identification of victims of alleged sexual assaults will be used to prosecute media organizations that named the woman (page 88).

39 / NETWORK WINNINGS

In the closest network prime time race in 25 years, NBC won a narrow victory for the 1990-91 season by just two-tenths of a rating point over ABC, and four-tenths of a point

over CBS in households. In the demographic tallies, however, there was no clear cut winner.

40 / GRADING THE PROSPECTS

The current network development pool has been described by an advertising agency development report as a return to traditional concepts and formats, "lacking any breakthrough ideas or 'wowee' premises."

40 / WARNER CHANGES

In a major restructuring of Warner Bros. Domestic Television Distribution's syndication divisions, Scott Carlin has been given control of the off-network sales division and will continue to head the first-run sales division as senior vice president of sales.

44 / WINTER RATINGS

News and information formats reaped the benefits of war during the 1991 Arbitron winter survey. Just-released results for some of the top 10 markets show big increases in New York, Los Angeles and Chicago.

48 / MURDER HOAX

FCC Chairman Al Sikes has asked the Mass Media Bureau enforcement division to review the allegation that KROQ(FM) Los Angeles was in violation of commission policies when it broadcast a faked murder confession.

48 / SHOPPING FOR RADIO

Kroger supermarkets in Atlanta are targeting the market with radio. The supermarket chain is pulling all of its television money for the second and third quarters and focusing on radio, outdoor and newspaper advertising.

Among those attending annual presentation of Ohio State Awards were former OSU professor I. Keith Tyler, who founded awards in 1936, and his wife, Margaret, also former OSU professor (page 66).

50 / CALIFORNIA DREAMS OF CABLE NEWS

Hearst is developing plans for a California cable news channel, looking for support from cable MSO's and possibly other media companies. Cox Enterprises is also said to be thinking about starting a similar service.

51 / TURNER LOOKS TO FILL AIRPORT NICHE

Turner Broadcasting will start testing The Airport Channel, a version of CNN Headline News designed for airline gates, in June, and plans a full rollout starting in the fourth quarter.

52 / CABLE TAX

In a setback to the cable industry, the U.S. Supreme Court, in a 7-2 decision, has ruled that a sales tax on cable service imposed by the state of Arkansas does not discriminate against the medium or violate its First Amendment rights.

54 / COMPLEX DURHAM DEAL

After FCC approval, the buyers of Durham Life Broadcasting's two AM-FM combos and one television station will spin-off the properties into separate groups. The acquiring group—Financial Securities Fund Acquisition Corp.—is made up of Bev Landstreet, president of Nashville-based Financial Securities Advisors, Don Curtis, a North Carolina-based broadcaster, and Jack Baily, a North Carolina-based investor. Curtis is president of Great American Media Inc.

55 / BIG BROTHER IS COMPETING

In what may be a first, the federal government is operating a commercial television station. WCVX(TV) Vineyard Haven, Mass., a UHF independent licensed to Cape Cod Television Inc., is now in the hands of the Resolution Trust Corp. (RTC), a government operation that sells off assets for failed savings & loans.

62 / TOUGH ACT TO FOLLOW

The FCC has adopted rules requiring that by July 1, 1993, television sets 13 inches or larger manufactured or imported to the U.S. have built-in circuits capable of decoding closed-captioned transmissions. The commission rules implement the Television Decoder Circuitry Act of 1990.

66 / OSU AWARDS

The Ohio State University's Institute for Education by Radio-Television has honored 68 radio and TV stations with the 1991 Ohio State Awards for excellence.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/8	ABC 11.7 / 19			MACGYVER (42) [11.5 / 20] 10.4 / 18 12.6 / 21		GM: MARK OF EXCELLENCE (39) [11.8 / 19] 11.6 / 18	11.7 / 19	11.8 / 20	11.9 / 21
	CBS 14.9 / 25			EVENING (35) SHADE 12.3 / 22	MAJOR (20) DAD 14.6 / 24	MURPHY (7) BROWN 17.1 / 27	DESIGNING (6) WMN. 17.6 / 28	NORTHERN EXPOSE (24) [13.9 / 24] 15.0 / 25	12.9 / 23
	NBC 11.3 / 19			FRESH (42) PRINCE 11.5 / 20	BLOSSOM (49) 10.5 / 17	NBC MONDAY NIGHT MOVIE—GIRLS OF SUMMER (42) [11.5 / 19] 12.0 / 19	11.2 / 18	11.5 / 19	11.1 / 20
TUESDAY 4/9	ABC 14.5 / 24			WHO'S THE (41) BOSS 11.7 / 20	DAVIS (33) RULES 12.5 / 20	ROSEANNE (4) 17.8 / 28	COACH (8) 17.0 / 27	THIRTYSOMETHING (24) [13.9 / 25] 13.7 / 23	14.0 / 26
	CBS 11.8 / 20			D. COPPERFIELD XIII (14) [15.5 / 26] 14.6 / 25	16.4 / 27	TUESDAY NIGHT MOVIE—ANOTHER PAIR OF ACES (52) [9.9 / 17] 9.9 / 16	9.4 / 15	10.5 / 18	10.0 / 18
	NBC 12.1 / 20			IN THE HEAT OF NIGHT (27) [13.3 / 22] 11.4 / 20	12.7 / 21	14.3 / 23	14.8 / 24	SHANNON'S DEAL * (56) [9.6 / 17] 10.0 / 17	9.2 / 17
WEDNESDAY 4/10	ABC 10.9 / 19			WONDER (39) YEARS 11.8 / 21	GROWING (42) PAINS 11.5 / 20	DOOGIE (29) M.D. 13.2 / 22	ANYTHING (42) LOVE 11.5 / 19	EQUAL JUSTICE (61) [8.8 / 16] 8.9 / 19	8.7 / 16
	CBS 14.4 / 25			RESCUE: 911 SP. (31) [12.7 / 22] 11.8 / 21	13.6 / 23	JAKE AND FAT MAN (17) [14.9 / 24] 14.4 / 24	15.3 / 25	48 HOURS (12) [15.7 / 28] 16.1 / 28	15.3 / 29
	NBC 12.1 / 21			UNSLVD. MYSTERIES (30) [12.8 / 22] 12.2 / 22	13.5 / 23	NIGHT COURT (31) [12.7 / 21] 12.0 / 20	13.5 / 22	QUANTUM LEAP (48) [10.9 / 20] 11.8 / 13	10.8 / 20
THURSDAY 4/11	ABC 7.4 / 13			FATHER DOWLING (68) [7.6 / 13] 7.3 / 13	8.0 / 13	TWIN PEAKS (81) [5.7 / 9] 5.7 / 9	5.7 / 9	P. JENNINGS : GUNS (60) [8.9 / 16] 8.8 / 15	9.0 / 16
	CBS 11.1 / 19			TOP COPS (58) [9.3 / 16] 8.7 / 15	10.0 / 17	ANTAGONISTS (55) [9.7 / 16] 9.0 / 14	10.4 / 17	KNOTS LANDING (23) [14.2 / 25] 14.0 / 24	14.5 / 26
	NBC 15.3 / 26			COSBY (13) 15.6 / 27	DIFFERENT (2) WORLD 19.0 / 32	CHEERS (1) 21.1 / 34	SEINFELD (10) 16.1 / 26	L.A. LAW (50) [10.0 / 17] 10.4 / 18	9.7 / 18
	FOX 8.3 / 14			SIMPSONS (37) 12.0 / 21	BABES (77) 6.2 / 10	BEVERLY HILLS, 90210 (70) [7.4 / 12] 7.1 / 11	7.7 / 12		
FRIDAY 4/12	ABC 13.9 / 25			FULL (22) HOUSE 14.4 / 28	FAMILY (16) MAT. 15.0 / 27	PERFECT (33) STRAN. 12.5 / 22	BABY (35) TALK 12.3 / 21	20/20 (21) [14.5 / 27] 14.6 / 27	14.4 / 27
	CBS 9.6 / 17			GUNS OF PARADISE (63) [8.3 / 15] 7.9 / 15	8.7 / 16	DALLAS (42) [11.5 / 20] 11.1 / 20	11.8 / 21	TRUE DETECTIVES (59) [9.0 / 17] 9.1 / 17	8.9 / 17
	NBC 7.3 / 13			BLACK JACK (78) [6.1 / 11] SAVAGE 6.1 / 12	6.1 / 11	HUNTER (64) [8.2 / 14] 7.8 / 14	8.6 / 15	MIDNIGHT CALLER (68) [7.6 / 14] 7.4 / 14	7.8 / 15
	FOX 4.0 / 7			AMR'S MOST WANTED (81) [5.7 / 11] 5.7 / 11	5.8 / 11	AGAINST THE LAW (88) [2.3 / 4] 2.6 / 5	2.1 / 4		
SATURDAY 4/13	ABC 7.8 / 15			YOUNG RIDERS (65) [7.9 / 16] 7.4 / 15	8.4 / 16	ABC SATURDAY NIGHT MOVIE—THE ENFORCER (66) [7.8 / 15] 7.4 / 14	7.2 / 13	8.2 / 16	8.3 / 17
	CBS 6.7 / 13			FLASH (76) [6.5 / 13] 6.2 / 13	6.9 / 13	CBS SATURDAY NIGHT MOVIE—STROKER ACE (73) [6.8 / 13] 5.6 / 10	6.3 / 12	7.5 / 15	7.7 / 16
	NBC 12.5 / 24			AMEN (54) 9.8 / 20	DOWN (56) HOME 9.6 / 19	GOLDEN (14) GIRLS 15.5 / 29	EMPTY (11) NEST 15.9 / 29	CAROL & COMPANY (37) [12.0 / 24] 12.5 / 24	11.4 / 23
	FOX 4.6 / 9			FANTASY (86) PARK 3.1 / 6	YEAR (87) BOOK 2.6 / 5	COPS (80) 5.8 / 11	COPS 2 (73) 6.8 / 12		
SUNDAY 4/14	ABC 12.6 / 21	LIFE GOES ON (72) [7.1 / 13] 6.1 / 12	8.1 / 15	AMR. FUN (17) VIDEO 14.9 / 25	AMR. FUN (9) PPLE. 16.5 / 26	SALUTE TO THE AMERICAN TROOPS (26) [13.7 / 22] 12.9 / 20	13.8 / 22	14.1 / 23	13.9 / 24
	CBS 17.2 / 29	60 MINUTES (3) [18.8 / 34] 17.4 / 34	19.4 / 35	MURDER SHE WRT. (19) [14.8 / 24] 13.9 / 23	14.8 / 24	CBS SUNDAY MOVIE—ABSOLUTE STRANGERS (5) [17.7 / 29] 16.6 / 26	17.5 / 27	17.9 / 29	18.5 / 32
	NBC 7.6 / 13	CBNS. BLOOPS. (75) [6.6 / 12.7] 8.3 / 12	6.9 / 12	EXPOSE' (78) VIDEO 6.1 / 10	R. LEE J. (70) PAULEY 7.4 / 12	NBC SUNDAY NIGHT MOVIE—THE GREAT PRETENDER (62) [8.5 / 14] 8.2 / 13	8.7 / 14	8.8 / 14	8.4 / 15
	FOX 7.7 / 13	TRUE CLR. (85) 4.7 / 9	P. LEWIS (83) 5.4 / 10	LIVING (52) COLOR 9.9 / 16	GET A LIFE (66) 7.8 / 12	MRD. WITH (27) CHILD. 13.3 / 21	TOP OF (50) HEAP 10.0 / 16	COMIC STRIP LIVE (84) [5.2 / 9] 5.9 / 10	4.5 / 8

WEEKLY PRIME TIME AVERAGE	ABC 11.3 / 20	CBS 12.4 / 22	NBC 11.0 / 19	FOX 6.4 / 11
SEASON PRIME TIME AVERAGE	ABC 12.5 / 21	CBS 12.3 / 21	NBC 12.7 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

NEWS-INFORMATION WINS BIG IN WINTER BOOK

Radio listeners turned to news and information stations during the Persian Gulf war, according to Arbitron numbers for the winter 1991 survey period. Music stations that kept their listeners informed also fared well.

■ *New York:* News formatted WINS(AM) jumped 1.3 points to a 5.7 and second place, while news WCBS(AM) gained 1.2 to a 4.4 and fifth place. Urban WRKS-FM retained its market lead by a tenth of a point, and oldies WCBS-FM remained steady at 5.0. CHR outlets WHTZ(FM) and WQHT(FM) both took a dip in ratings, with a 3.7 and 3.6, respectively.

■ *Los Angeles:* Soft adult contemporary KOST(FM) retained the lead with a 5.7, one rating point ahead of CHR KIIS-AM-FM. Group W news KFWB(AM) jumped from a 2.9 in the fall to a 4.3, ahead of CBS news outlet KNX(AM) with a 4.0. KKBT(FM) held steady with a slight gain to 3.6, and Emmis Broadcasting's KPWR(FM) dropped to a 3.5.

■ *Chicago:* WGN(AM) kept the lead, but slipped from a 9.3 to a 7.8. All news WMAQ(AM) gained 1.8 to a 4.5, and all-news WBBM(AM) gained 1.1 to a 5.2. CBS's CHR WBBM-FM continues to make gains, jumping to 6.9. Another big gainer in the winter book was adult rock WXRT(FM), which went from 2.8 to 3.6.

■ *San Francisco:* KGO(AM) strengthened its domination of the market with a 0.6 increase to 8.9. Second place went to all news KCBS(AM) with a 2.0 gain to 6.7. CHR KMEL(FM) gained a point to 6.2, and nostalgia KFRC(AM) ranked third with a 4.5.

■ *Philadelphia:* Group W retained a solid 8.8 and first place with all-news KYW(AM), while co-owned WMMR(FM) took a dip from second to sixth, its rating falling from a 7.6 to a 5.4. Nostalgia WPEN(AM) gained 1.4 to a 6.9, and urban WUSL(FM) dropped to a 6.1. CHR gained in the winter book as both WIOQ(FM) and WEGX(FM) posted higher numbers.

■ *Detroit:* Full service WJR(AM) rose .5 to an 8.3, while urban WJLB(FM) remained unchanged at 7.2. All news WWJ(AM) held steady at 5.9 and third place, while easy listening WJOI(FM) claimed a 5.4. Another big gainer was talk WXYT(AM), jumping 1.3 to a 4.5.

■ *Boston:* WRKO(AM) managed to keep the number-one spot, but dropped from 7.9 to 7.0. CHR WZOU(FM) lost some ground, dropping to a 6.9, but format competitor WXKS-FM gained a point to 6.7 and third place. WBZ(AM) also jumped from a 5.3 to a 6.5, while all-news WEEI(AM) gained 1.9 to a 5.9.

Numbers for Washington, Dallas and Houston—the seventh, eighth and 10th markets, respectively—were not available at press time. All numbers are based on persons 12-plus, Monday-Sunday, 6 a.m. to midnight, and are copyrighted by Arbitron. –LC

ARBITRON WINTER 1991 NUMBERS

Station	Format	Fall '90	Winter '91
1. New York			
WRKS(FM)	Urban	5.6	5.8
WINS(AM)	News	4.4	5.7
WCBS-FM	Oldies	5.0	5.0
WLTW(FM)	Soft AC	5.1	5.0
WCBS(AM)	News	3.6	4.4
WOR(AM)	Talk	3.9	4.3
WNSR(FM)	Soft AC	3.5	4.2
WBLS(AM)	Urban	4.0	4.1
WPAT-FM	Easy	4.8	4.0
WQHT(FM)	CHR	4.1	3.7
WHTZ(FM)	CHR	4.7	3.6
2. Los Angeles			
KOST(FM)	Soft AC	5.5	5.7
KIIS-AM-FM	CHR	5.1	4.7
KABC(AM)	Talk	4.3	4.3
KFWB(AM)	News	2.9	4.3
KLOS(FM)	AOR	4.6	4.0
KNX(AM)	News	3.2	4.0
KKBT(FM)	Urban	3.5	3.6
KBIG(FM)	AC	3.8	3.5
KPWR(FM)	CHR	4.5	3.5
KXEZ(FM)	AC	3.0	3.2
KLVE(AM)	Spanish	3.7	3.1
KWKW(AM)	Spanish	3.3	3.1
3. Chicago			
WGN(AM)	MOR/Talk	9.3	7.8
WGCI-FM	Urban	7.2	7.4
WBBM-FM	CHR	6.2	6.9
WBBM(AM)	News	4.4	5.2
WVAZ(FM)	Urban	4.5	4.8
WMAQ(AM)	News	2.7	4.5
WCKG(FM)	Classic rock	4.1	3.9
WUSN(FM)	Country	4.0	3.8
WXRT(FM)	Adult rock	2.8	3.6
WLIT-FM	AC	3.2	3.5
WLUP-FM	AOR	4.2	3.5
4. San Francisco			
KGO(AM)	News/Talk	8.3	8.9
KCBS(AM)	News	4.7	6.7
KMEL(FM)	CHR	5.2	6.2
KFRC(AM)	Nostalgia	5.3	4.5
KOIT-AM-FM	Soft AC	4.5	3.2
KSAN(AM)	Country	3.1	3.2
KITS(FM)	New rock	3.0	3.1
KIOI(FM)	AC	3.4	2.9
KRQR(FM)	AOR	2.2	2.9
KSOL(FM)	Urban	2.5	2.9
KABL-AM-FM	AC	3.1	2.8
5. Philadelphia			
KYW(AM)	News	8.8	8.8
WPEN(AM)	Nostalgia	5.5	6.9
WUSL(FM)	Urban	6.7	6.1
WYSP(FM)	Classic rock	5.8	5.7
WEAZ-FM	AC	5.8	5.5
WMMR(FM)	AOR	7.6	5.4
WXTU(FM)	Country	4.2	5.4
WIOQ(FM)	CHR	4.8	5.2
WEGX(FM)	CHR	3.7	4.2
WMGK(FM)	AC	5.0	4.2
WWDB(FM)	Talk	4.8	4.1
6. Detroit			
WJR(AM)	MOR, news/talk	7.8	8.3
WJLB(FM)	Urban	7.2	7.2
WWJ(AM)	News	6.0	5.9
WJOI(FM)	Easy	4.6	5.4
WLTI(FM)	AC	4.3	5.1
WWWW(FM)	Country	4.8	5.1
WXYT(AM)	Talk	3.2	4.5
WHYT(FM)	CHR	4.9	4.2
WCSX(FM)	Classic rock	3.4	4.1
WKQI(FM)	CHR	3.5	3.9
WNIC(FM)	AC	4.1	3.8
9. Boston			
WRKO(AM)	Talk	7.9	7.0
WZOU(FM)	CHR	7.2	6.9
WXKS-FM	CHR	5.7	6.7
WBZ(AM)	AC	5.3	6.5
WEEI(AM)	News	4.0	5.9
WBCN(FM)	AOR	5.2	4.7
WMJX(FM)	AC	4.9	4.6
WSSH-FM	Easy	4.1	4.4
WHDH(AM)	Talk	4.0	4.2
WODS(FM)	Oldies	5.8	4.2

KQAM(AM)-KEYN-FM Wichita, Kan. □ Sold by Radio Management Services to Clear Channel Communications Inc. for approximately $2 million. Stations were purchased in 1988 for $4.43 million. **Seller** is management company for receiver Central Trust Co. of Cincinnati. **Buyer** is headed by L. Lowery Mays and operates eight AM's, eight FM's and five TV's. Mays is also purchasing KLRT(TV) Little Rock, Ark. (see above). KQAM has oldies format on 1410 khz with 5 kw day and 1 kw night. KEYN-FM has adult contemporary format on 103.7 mhz with 95 kw and antenna 860 feet above average terrain.

WPNT(AM) Chicago □ Sold by Century Broadcasting Corp. to Diamond Broadcasting Inc. for $650,000; station is dark. **Seller** is headed by George Collias, Howard Grafman and Anthony C. Karlos. Century Broadcasting is general partner of Century Chicago Broadcasting Ltd., licensee of WPNT-AM-FM Chicago, and KYBG(AM) Aurora and KYBG-FM Castle Rock, both Colorado. It is also general partner of San Francisco Century Broadcasting Ltd., licensee of KMEL(FM) San Francisco. Buyer is headed by Daniel R. and Karen K. Lee, husband and wife, and Seth Mason, and is licensee of WSBC(AM)-WXRT(FM) Chicago; KOMA(AM)-KRXO(FM) Oklahoma City and KPYR(FM) Osceola, both Oklahoma. WPNT had easy contemporary format on 820 khz with 5 kw day and 1 kw-night.

WALM(AM)-WELL-FM Albion and WELL-(AM) Battle Creek, both Michigan □ Sold by TriadCommunication Co. to Statewide Broadcasting Systems Inc. for $500,000. Price includes $300,000 cash at closing and $200,000, 10-year note at 9%. **Seller** is headed by C. Wayne Wright, who owns various cable TV systems. **Buyer** is headed by Deano Day (30%), Edward Derbabian (30%), William Wilcher (30%) and Mitchell D. Moen (10%), and is also purchasing WACY(AM) Fenton, Mich. ("Changing Hands" April 8). WALM has classic rock and oldies format on 1260 khz with 1 kw day and 500 w night. WELL-FM has classic rock and oldies format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. WELL is fulltimer with oldies format on 1400 khz with 1 kw.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,087,857** □ **9**
FM's □ **$1,122,000** □ **4**
AM-FM's □ **$2,500,000** □ **2**
TV's □ **$31,250,000** □ **7**
Total □ **$35,959,857** □ **22**

Year to Date:

AM's □ **$14,514,997** □ **68**
FM's □ **$70,472,534** □ **80**
AM-FM's □ **$99,751,054** □ **60**
TV's □ **$172,394,000** □ **30**
Total □ **$357,132,585** □ **238**

For 1990 total see Jan. 7, 1991 BROADCASTING

CABLE

American Cable TV Investors 5 Ltd., managed by United Artists Entertainment Co., purchased Moreno Cablevision, serving Moreno Valley, Calif., for undisclosed price. Acquisition represents approximately 16,000 basic and 12,600 pay subscribers, with 24,000 homes passed. *Broker: Daniels & Associates.*

KATZ TO DEVELOP REGIONAL PROGRAMING

In a joint effort, the Katz Television Group has teamed up with eight client stations in five New England states to develop regional programs that will attempt to meld regional marketing concepts with programing.

The first program, *The Governor's Forum*, will air April 23. The two-hour show will feature governors William Weld of Massachusetts, John McKernan of Maine, Richard Snelling of Vermont and Bruce Sundlun of Rhode Island. Lt. Governor Eunice Groark of Connecticut will represent Governor Lowell Weicker. The broadcast will be moderated by former network news correspondent Marvin Kalb and will be live from Harvard University's Kennedy School of Government. There will also be a toll-free telephone number that will allow viewers to ask the governors questions.

According to Katz, which sold time for the program, commercial time for the show, offered on a regional network basis, is sold out.

"Our attempt to meld regional marketing concepts with programing is a strategy we believe is at the leading edge of change in our business," said Peter Goulazian, president, Katz Television Group. The decision to develop regional programing, Goulazian said, also hopes to capitalize on what the Katz president described as a change in marketing decisions. "Our regional network concept recognizes this shift in marketing and affords advertisers with a medium designed specifically to accommodate this change."

This is not Katz's first venture outside the rep world. Last month, Katz teamed up with Viacom to form a new program development consortium.

Done Deals!

Last year MVP sold more radio and TV stations than any other firm.*

We see no reason why this year should be any different!

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*Source: Paul Kagan Associates, Inc.

FOR THE RECORD

As compiled by BROADCASTING from Apr. 11 through Apr. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KXRQ(AM) Trumann, AR** (BAL910402EB; 1530 khz; 250 w-D)— Seeks assignment of license from Eagle Communications to Farrell E. Gates for $30,000. Seller is headed by John J. and John W. Shields, father and son, and has interests in SAS Communications Inc., licensee of KDRS(AM)-KLQZ(FM) Paragould, AR; W-R-J Enterprises, permittee of KWEZ(FM) Trumann, AR, and River County Partners Inc., licensee of KSRB(AM) Hardy, AR. Buyer has no other broadcast interests. Filed April 2.

■ **New TV Fort Collins, CO** (BAPCT910325KF; ch. 22; 5000 kw-V; ant. 1,407 ft.)—Seeks assignment of CP from Eagle 22 Ltd. to Chase Communications Inc. for $150,000. Seller is headed by Paul and Anya Meacham, husband and wife, and Jack Welch and Lydia Guiterrz. Paul Meacham also has interests in KFSB(AM)-KIXQ(FM) Joplin, MO. Buyer is headed by Roger M. Freedman, Perry S. Ury, Edward T. Karlik, Theodore Fichtenholtz, David T. Chase and Cheryl Chase Freedman. D.T. Chase Enterprises Inc. is sole owner of Chase Communications Inc., ultimate licensee of WTOP(AM)-WASH-FM Washington, KGLD(AM)-WKBQ-FM St. Louis, WSTC(AM)-WQQQ(FM) Stamford, CT and LPTV W10BQ New Haven, CT. Filed March 25.

■ **WQQW(AM) Waterbury, CT** (BTC910402EA; 1590 khz; 5 kw-U)—Seeks transfer of control from Comko Ltd. to Thomas W. Coffey and Robert W. Sommerville for $8,000. Seller is headed by Richard D. Barbieri Sr., and has no other broadcast interests. Buyer is headed by Coffey (33.3%), Somerville (33.3%) and Ellen Duncan (33.4%). Filed April 2.

■ **WTGI-TV Wilmington, DE** (BALCT910329KE; ch. 61; 3000 kw-V; ant. 958 ft.)—Seeks assignment of license from Delaware Valley Broadcasters Ltd., debtor-in-possession, to National Minority TV Inc. for $4 million. Seller is headed by Dan Slape and has no other broadcast interests. Buyer is headed by Paul F. Crouch (33.3%), Phillip Aguilar (33.3%) and P. Jane Duff (33.3%). Crouch has interests in Trinity Broadcasting Network and its affiliates, licensees of 15 TV's, two AM's and one FM throughout U.S. Filed March 29.

■ **WMMK(FM) Destin, FL** (BALH910320GF; 92.1 mhz; 3 kw; ant. 295 ft.)—Seeks assignment of license from Gulf Coast Broadcasting Inc. to Reid Broadcasting Corp. for $701,000. Seller is headed by Mattie M. Kelly and has no other broadcast interests. Buyer is headed by Paul E. Reid and has no other broadcast interests. Filed March 20.

■ **WPNT(AM) Chicago** (BAL910329EB; 820 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Century Broadcasting Corp. to Diamond Broadcasting Inc. for $650,000. Seller is headed by George Collias, Howard Grafman and Anthony C. Karlos. Century Broadcasting is general partner of Century Chicago Broadcasting Ltd., licensee of WPNT-AM-FM Chicago; KYBG(AM) Aurora and KYBG-FM Castle Rock, both Colorado. It is also general partner of San Francisco Century Broadcasting Ltd., licensee of KMEL(FM) San Francisco. Buyer is headed by Daniel R. and Karen K. Lee, husband and wife, and Seth Mason, and is licensee of WSBC(AM)-WXRT(FM) Chicago; KOMA(AM)-KRXO(FM) Oklahoma City and KPYR(FM) Osceola, OK. Daniel Lee also owns 310 share of Cablevision of Illinois, which operates systems serving suburban Chicago. Filed March 29.

■ **WREN(AM) Topeka, KS** (BAL910322EA; 1250 khz; 5 kw-U)—Seeks assignment of license from N.E. Paton Jr., trustee, to Wren Broadcasting for $20,000. Seller has no other broadcast interests. Buyer is headed by Michael Glinter and has no other broadcast interests. Filed March 22.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's *	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes all on air licenses. † Penetration percentages are of TV household universe of 92.1 million. ‡ Construction permit. § Instructional TV fixed service. ‖ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.